

(a) adding a candidate molecule to a mammalian cell culture;

(b) providing a control mammalian cell culture without the candidate molecule, wherein the cell cultures of both (a) and (b) comprise viral looping/linking factors, wherein the factors comprise DNA-binding proteins that can self-associate, and nucleic acid molecules comprising at least two binding sites for the factors, wherein the sites are linked by a looping/linking factor;

B | (c) allowing said candidate molecule to interact with the viral looping/linking factor present in the mammalian cell culture of step (a); and

(d) analyzing the factor for inhibition by the candidate molecule and comparing the result to the results using the control culture, wherein the candidate molecule inhibits protein:protein self-associate between factors as demonstrated by the factor being unable to mediate linking in the presence of the candidate molecule.

B² 17. (Amended) The method of claim 15 wherein the analysis of step (d) is a gel shift assay.